Distracted Driving

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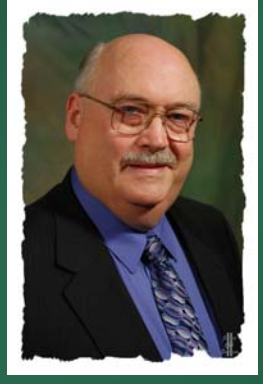
Distracted Driving



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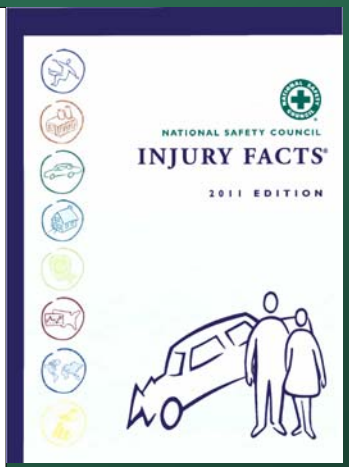
The Big Picture

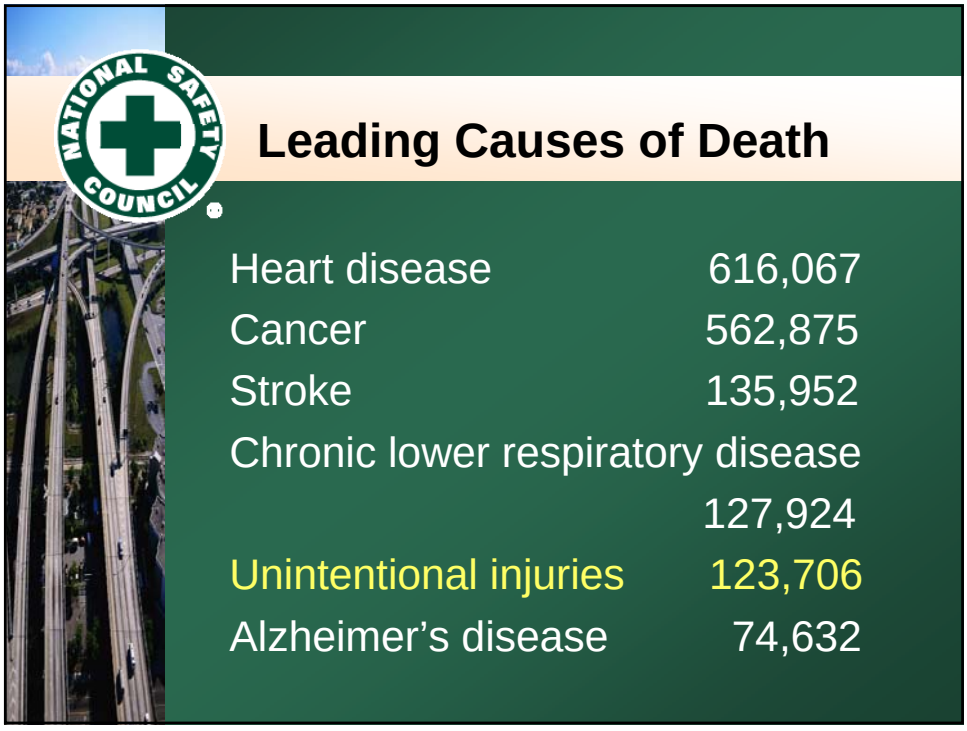
Injury Data Highlights

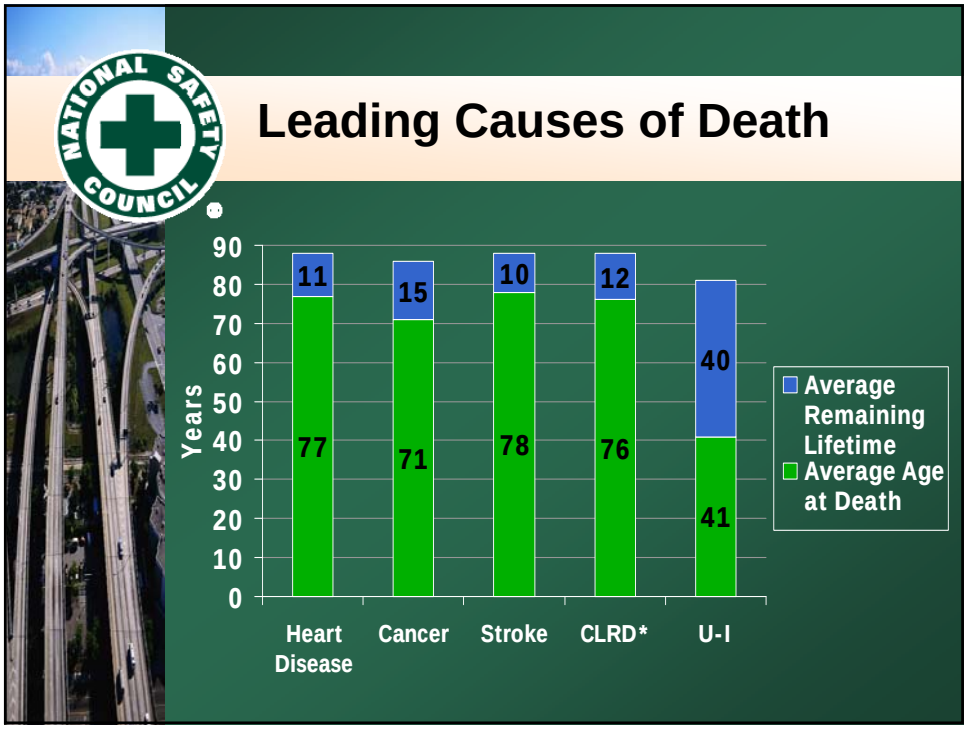
Injury Facts®
2011 Edition

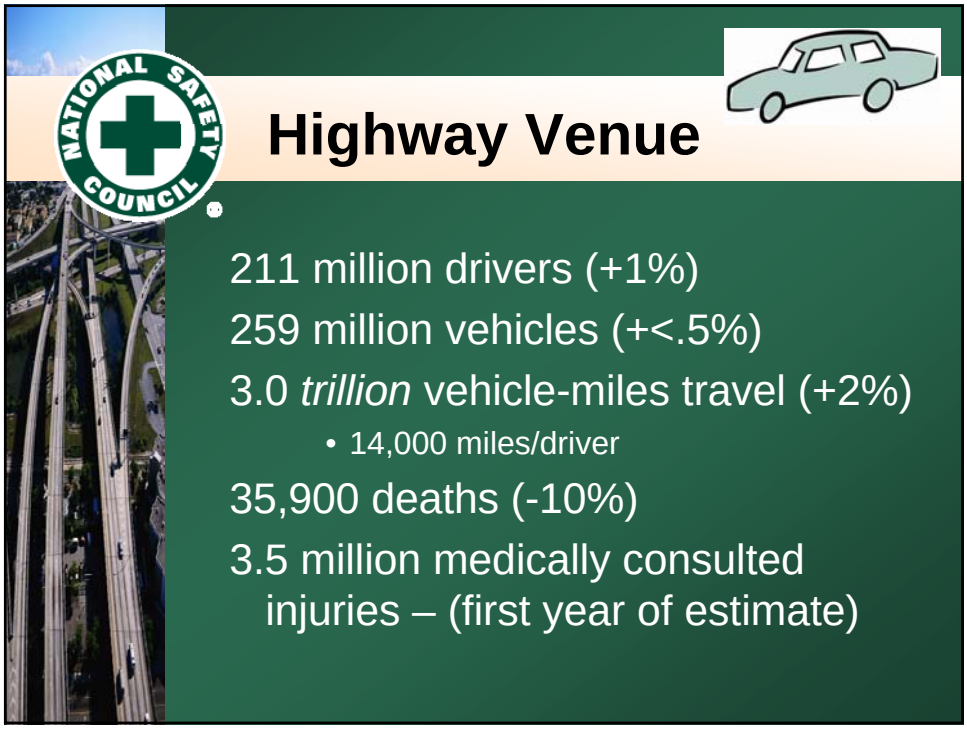
Most current data available
– 2009, 2008, or 2007 – depending on the source

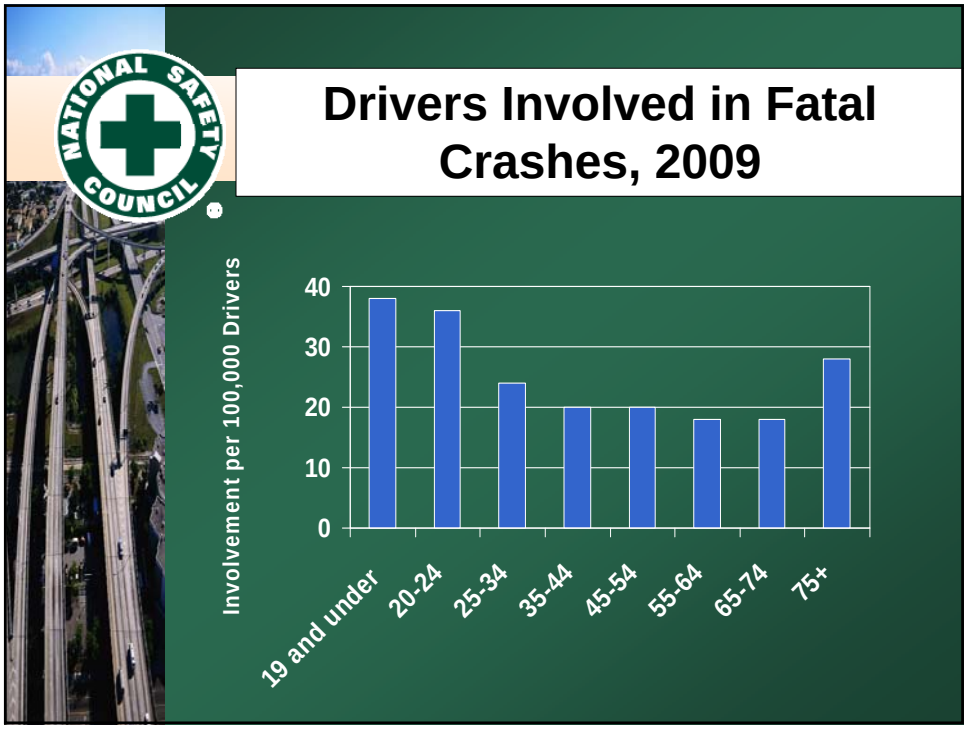


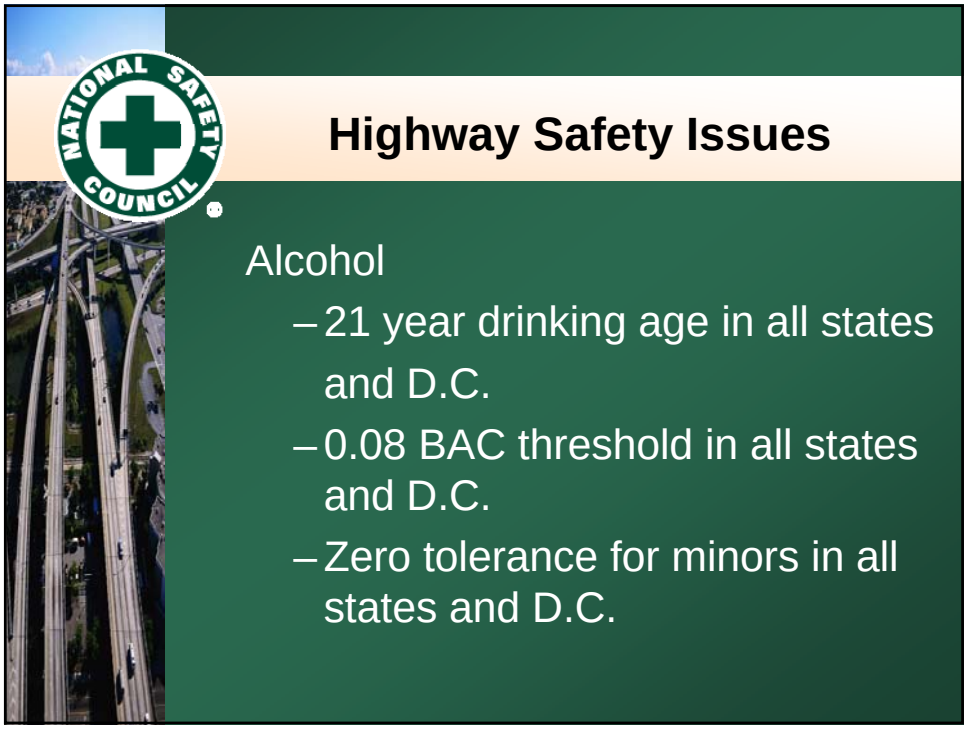

Unintentional Injuries
1 cause of death for people 1 to 42 years old
5 cause of death for all ages

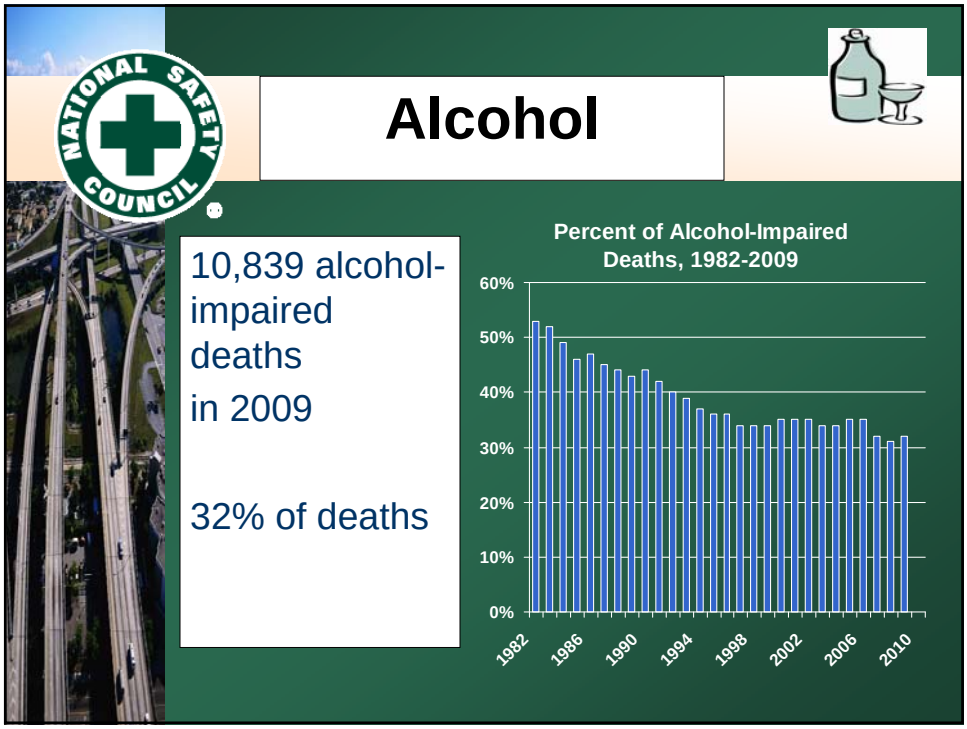

Leading Causes of Death
Heart disease 616,067
Cancer 562,875
Stroke 135,952
Chronic lower respiratory disease 127,924
Unintentional injuries 123,706
Alzheimer's disease 74,632

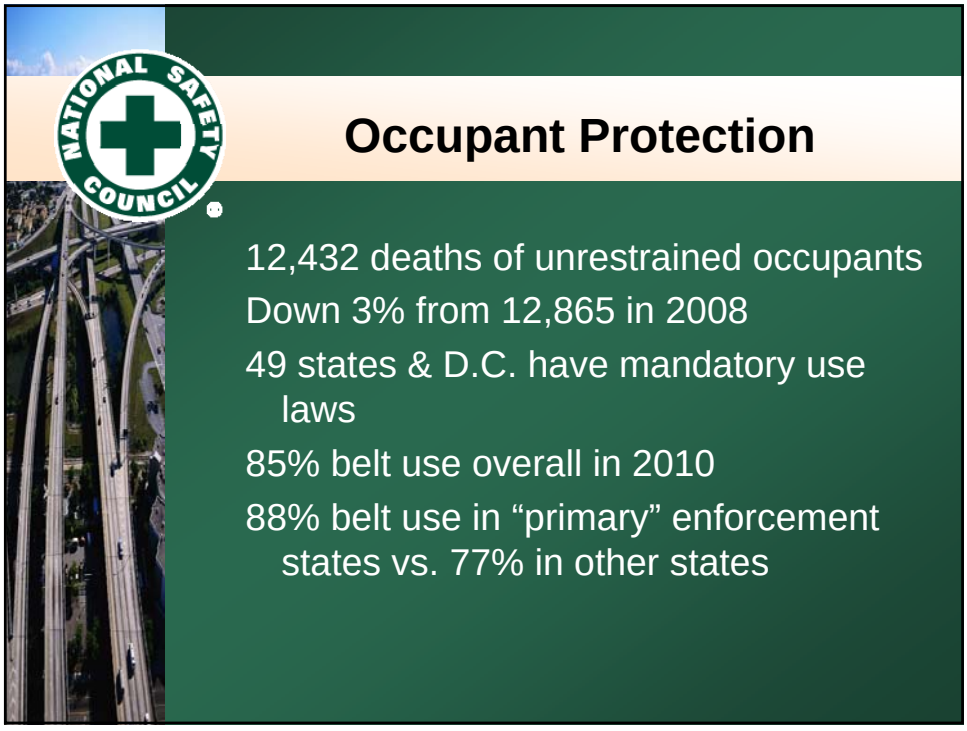

Leading Causes of Death
Years
90
80
70
60
50
40
30
20
10
0
11
15
10
12
40
77
71
78
76
41
Heart Disease
Cancer
Stroke
CLRD*
U-I
Average Remaining Lifetime
Average Age at Death

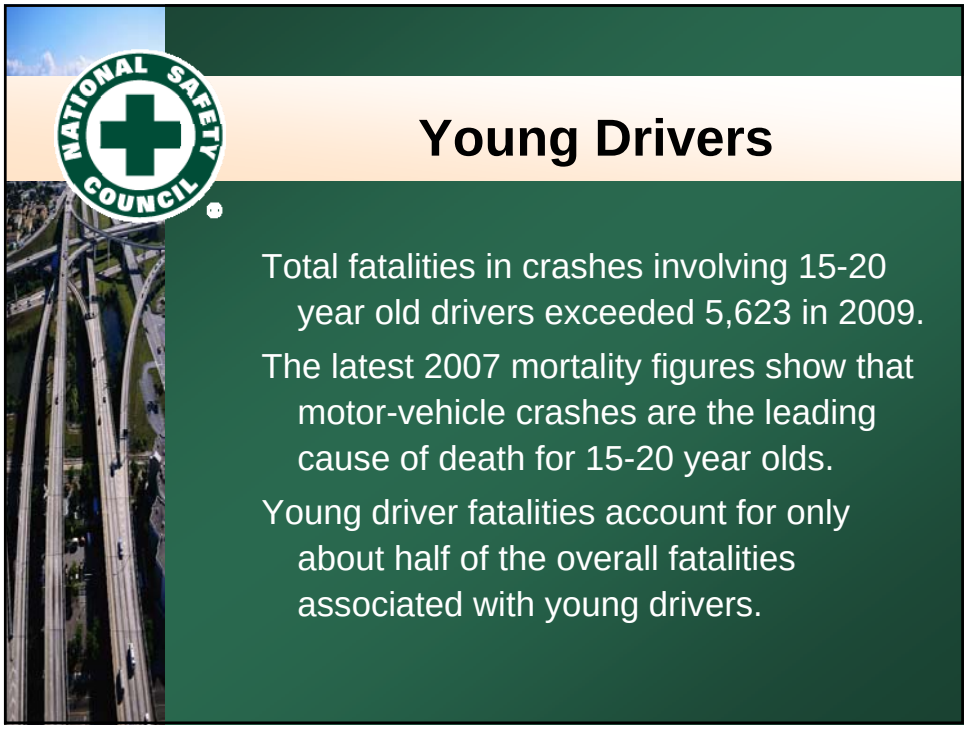

Highway Venue
211 million drivers (+1%)
259 million vehicles (+<.5%)
3.0 *trillion* vehicle-miles travel (+2%)
• 14,000 miles/driver
35,900 deaths (-10%)
3.5 million medically consulted injuries – (first year of estimate)

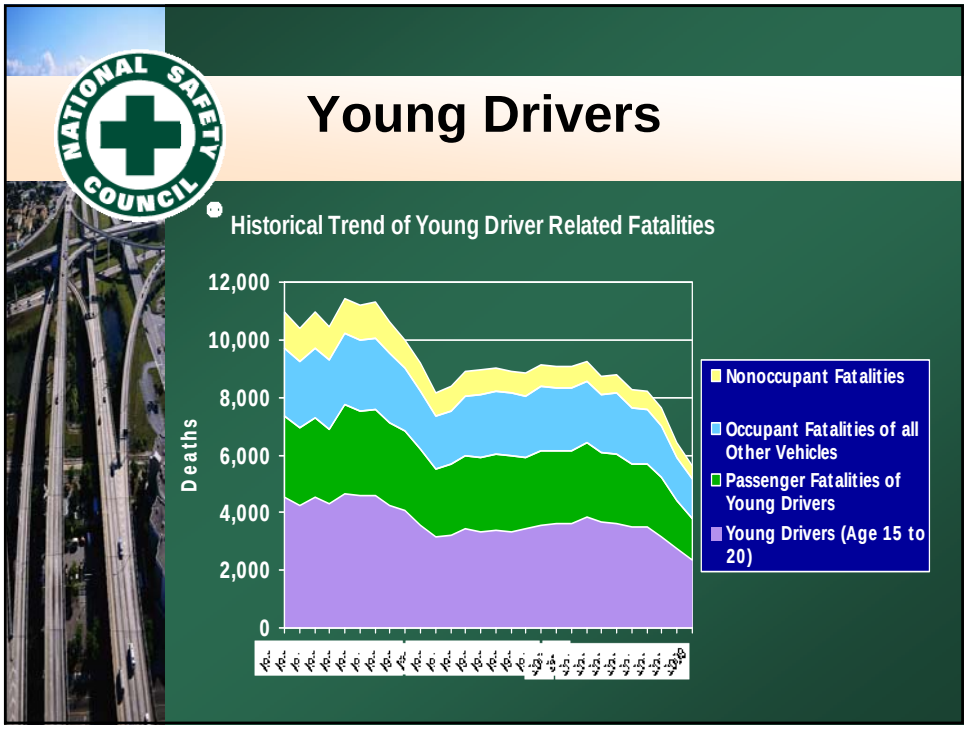

Drivers Involved in Fatal Crashes, 2009
Involvement per 100,000 Drivers
40
30
20
10
0
19 and under
20-24
25-34
35-44
45-54
55-64
65-74
75+

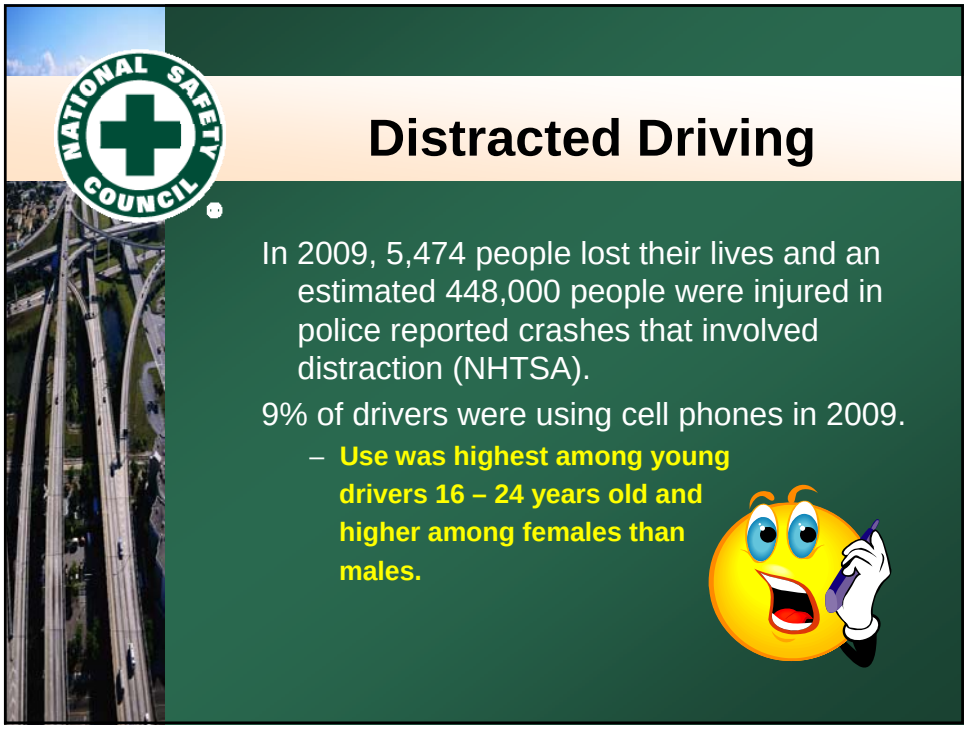

Highway Safety Issues
Alcohol
– 21 year drinking age in all states and D.C.
– 0.08 BAC threshold in all states and D.C.
– Zero tolerance for minors in all states and D.C.

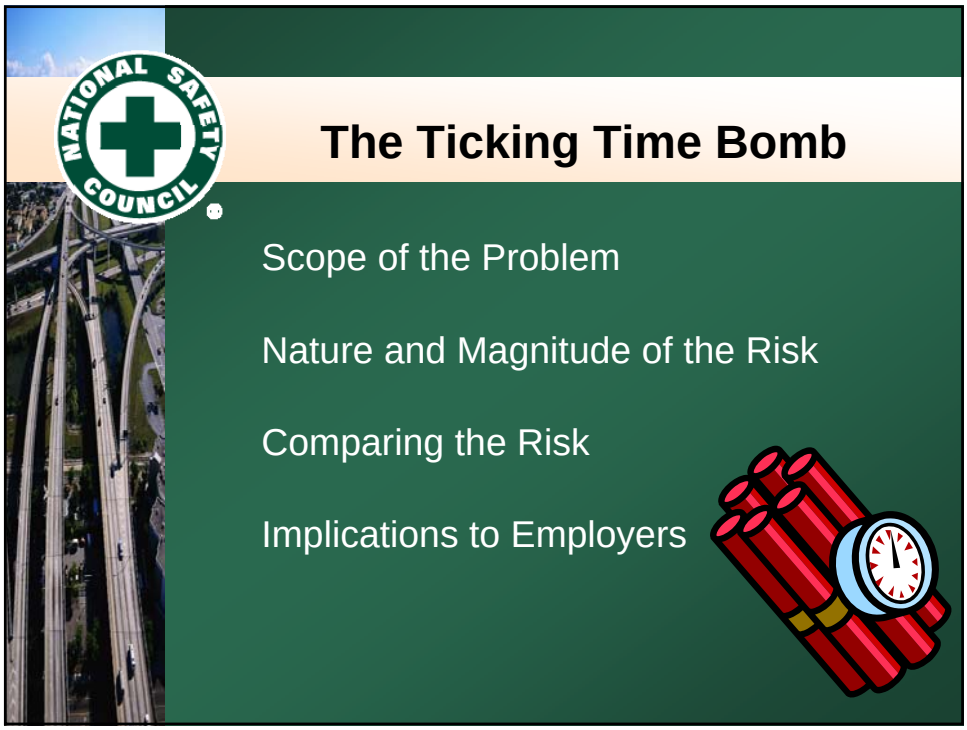

Alcohol
10,839 alcohol-impaired deaths
in 2009
32% of deaths
Percent of Alcohol-Impaired Deaths, 1982-2009
60%
50%
40%
30%
20%
10%
0%
1982
1986
1990
1994
1998
2002
2006
2010

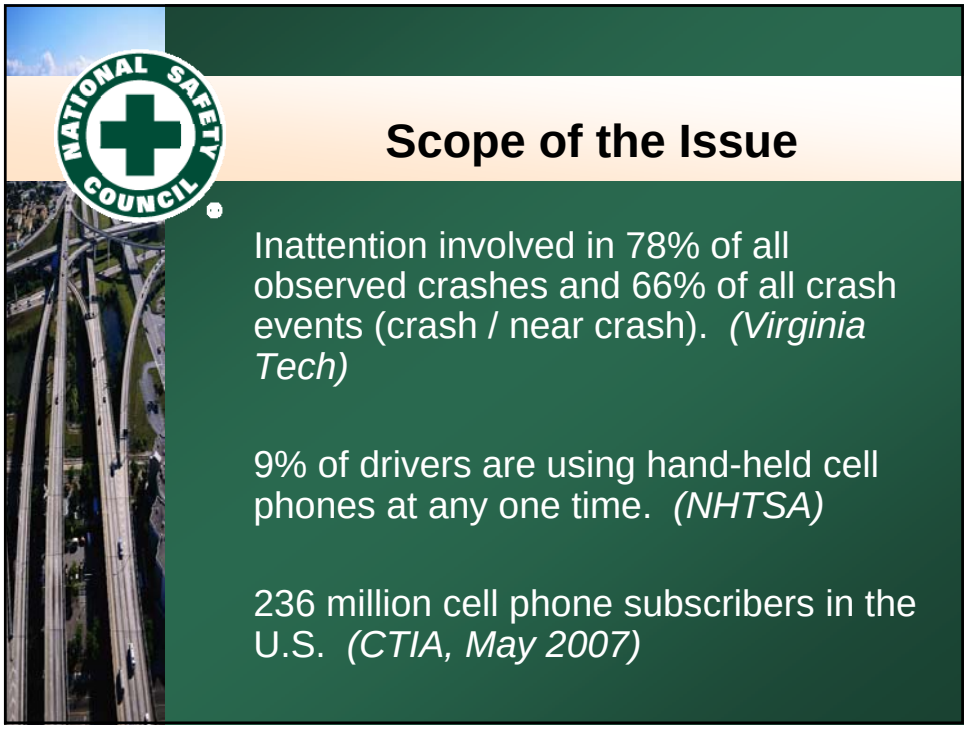

Occupant Protection
12,432 deaths of unrestrained occupants
Down 3% from 12,865 in 2008
49 states & D.C. have mandatory use laws
85% belt use overall in 2010
88% belt use in “primary” enforcement states vs. 77% in other states

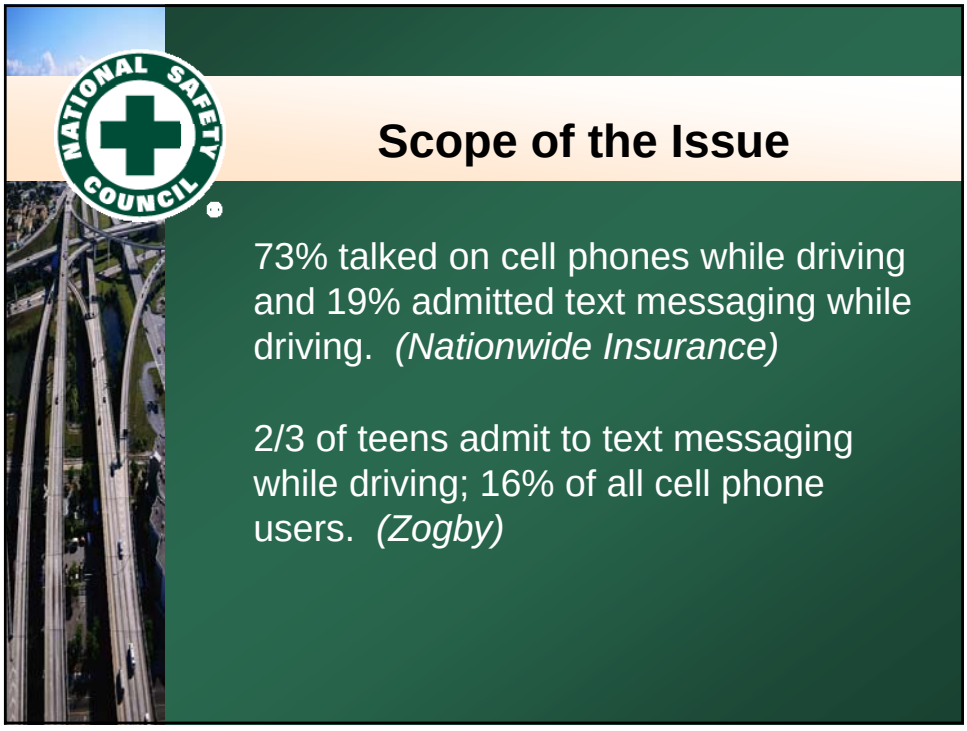

Young Drivers
Total fatalities in crashes involving 15-20 year old drivers exceeded 5,623 in 2009.
The latest 2007 mortality figures show that motor-vehicle crashes are the leading cause of death for 15-20 year olds.
Young driver fatalities account for only about half of the overall fatalities associated with young drivers.

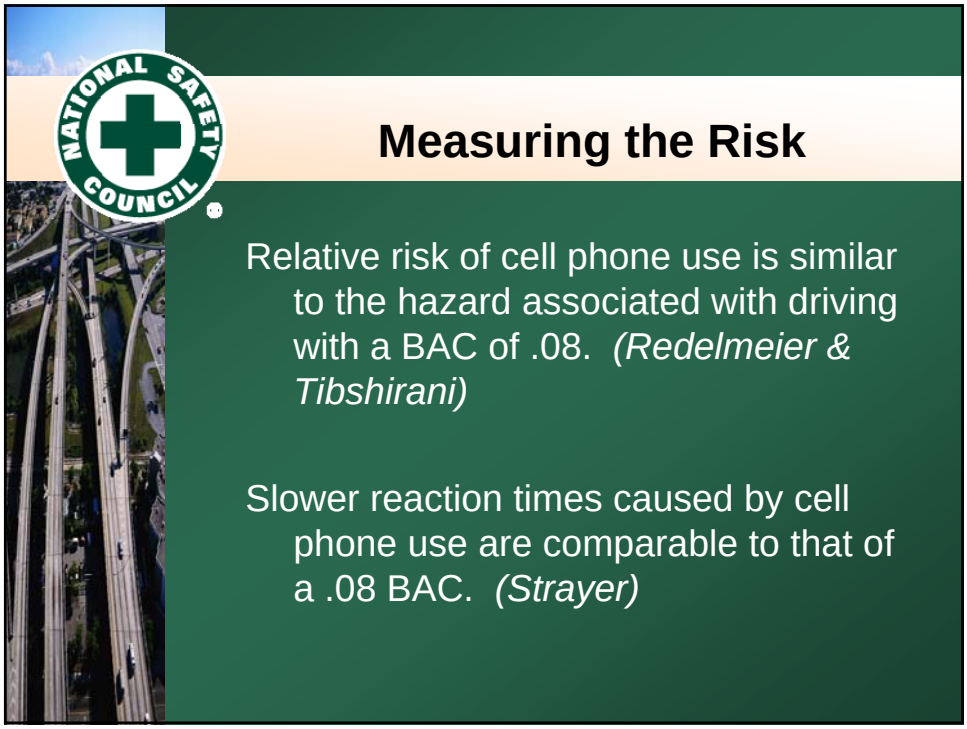

Young Drivers
Historical Trend of Young Driver Related Fatalities
Deaths
12,000
10,000
8,000
6,000
4,000
2,000
0
Nonoccupant Fatalities
Occupant Fatalities of all Other Vehicles
Passenger Fatalities of Young Drivers
Young Drivers (Age 15 to 20)

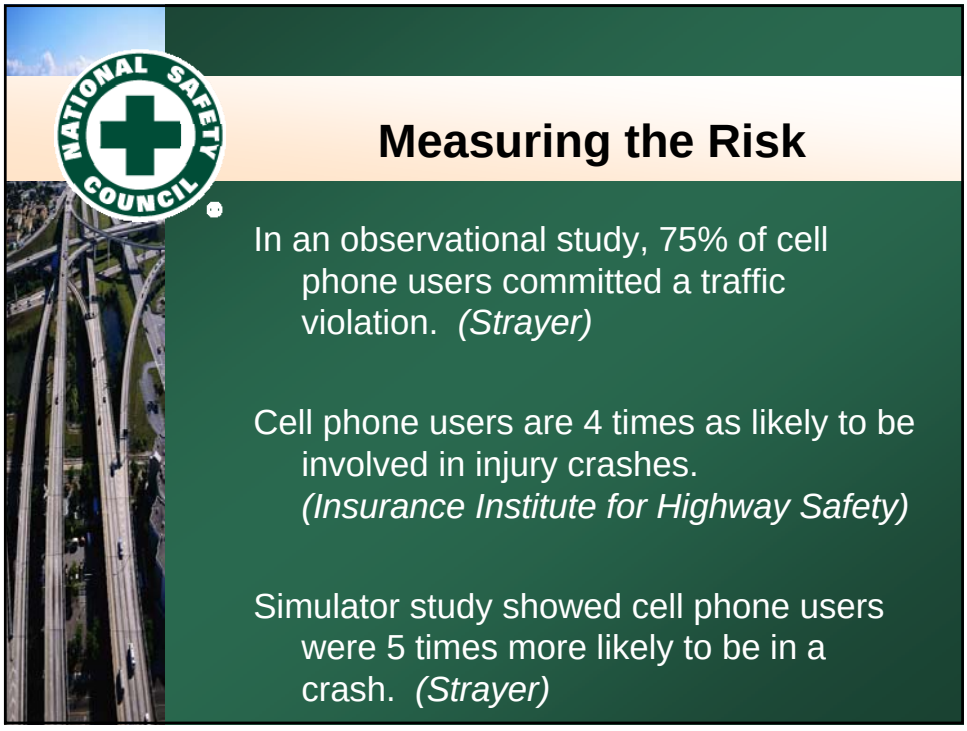

Distracted Driving
In 2009, 5,474 people lost their lives and an estimated 448,000 people were injured in police reported crashes that involved distraction (NHTSA).
9% of drivers were using cell phones in 2009.
– Use was highest among young drivers 16 – 24 years old and higher among females than males.

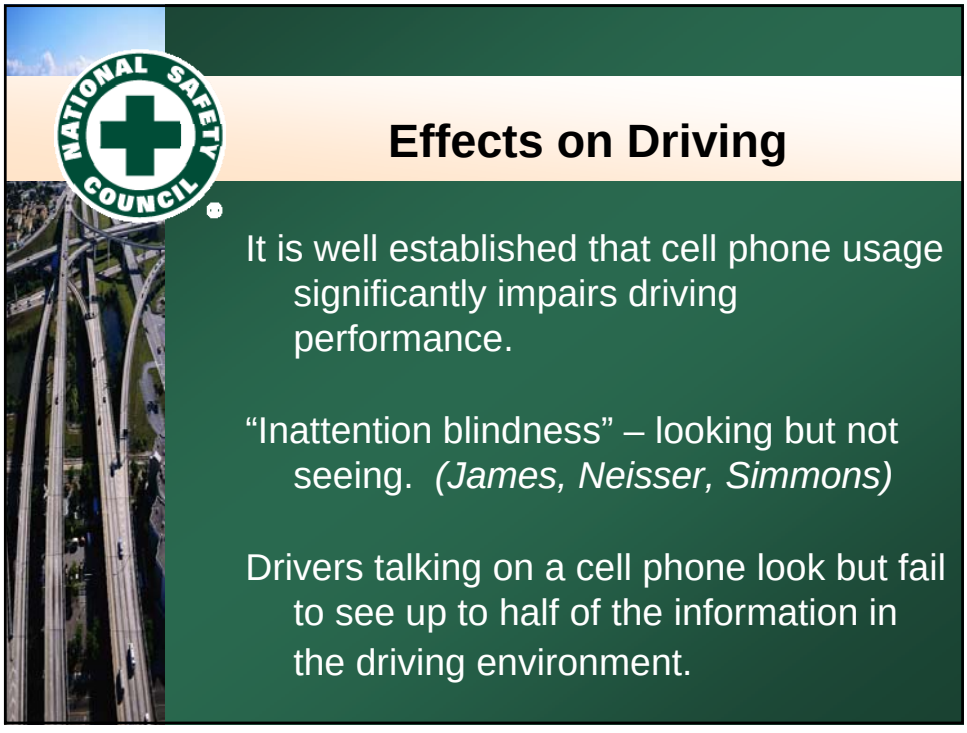

The Ticking Time Bomb
Scope of the Problem
Nature and Magnitude of the Risk
Comparing the Risk
Implications to Employers

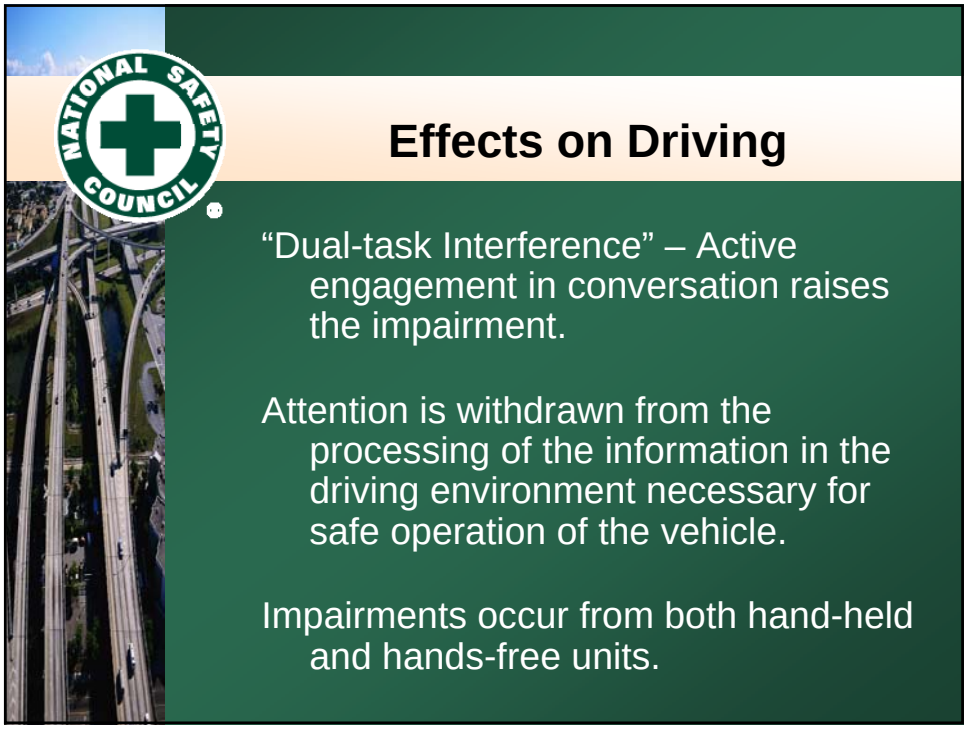

Scope of the Issue
Inattention involved in 78% of all observed crashes and 66% of all crash events (crash / near crash). (Virginia Tech)
9% of drivers are using hand-held cell phones at any one time. (NHTSA)
236 million cell phone subscribers in the U.S. (CTIA, May 2007)

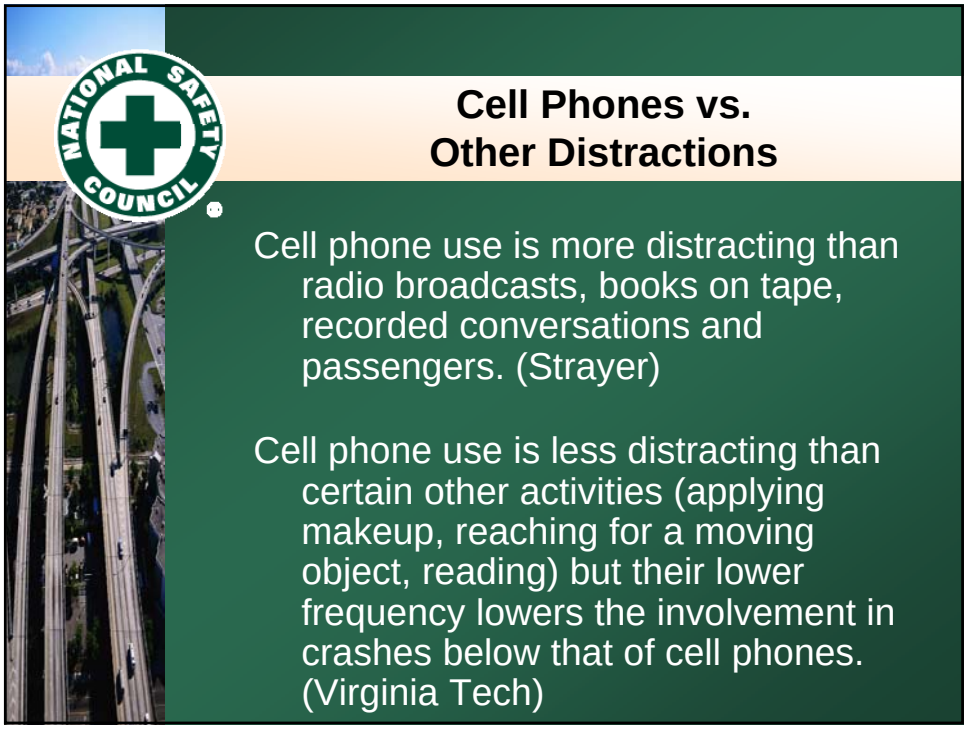

Scope of the Issue
73% talked on cell phones while driving and 19% admitted text messaging while driving. (Nationwide Insurance)
2/3 of teens admit to text messaging while driving; 16% of all cell phone users. (Zogby)


Measuring the Risk
Relative risk of cell phone use is similar to the hazard associated with driving with a BAC of .08. (Redelmeier & Tibshirani)
Slower reaction times caused by cell phone use are comparable to that of a .08 BAC. (Strayer)


Measuring the Risk
In an observational study, 75% of cell phone users committed a traffic violation. (Strayer)
Cell phone users are 4 times as likely to be involved in injury crashes. (Insurance Institute for Highway Safety)
Simulator study showed cell phone users were 5 times more likely to be in a crash. (Strayer)


NATIONAL SAFETY COUNCIL
Effects on Driving
It is well established that cell phone usage significantly impairs driving performance.
"Inattention blindness" – looking but not seeing. (James, Neisser, Simmons)
Drivers talking on a cell phone look but fail to see up to half of the information in the driving environment.

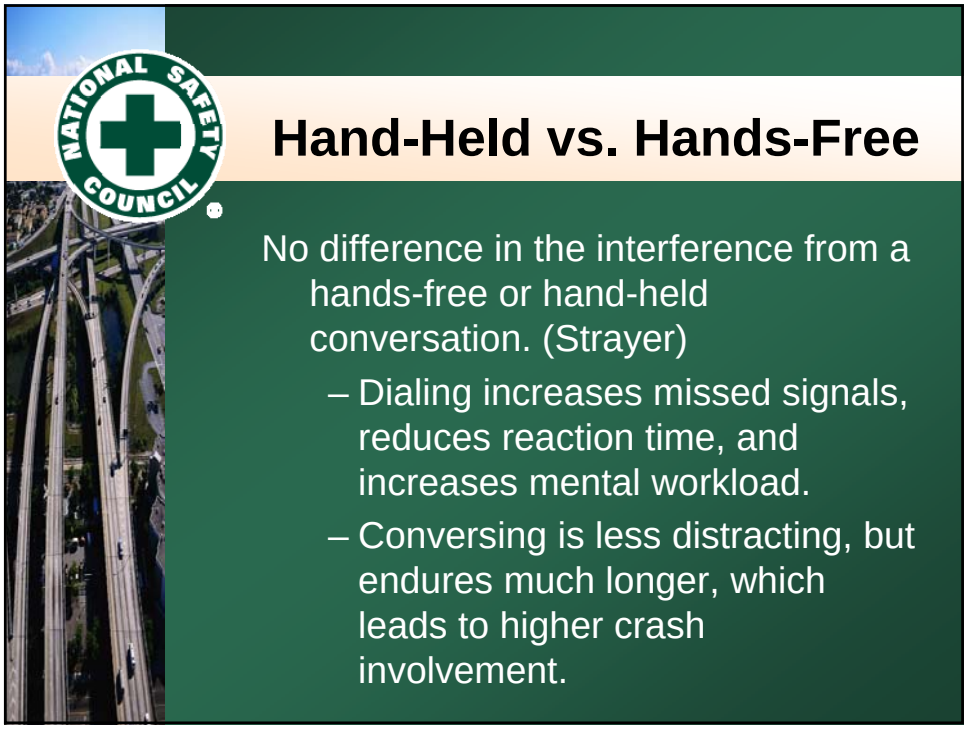

Effects on Driving
"Dual-task Interference" – Active engagement in conversation raises the impairment.
Attention is withdrawn from the processing of the information in the driving environment necessary for safe operation of the vehicle.
Impairments occur from both hand-held and hands-free units.

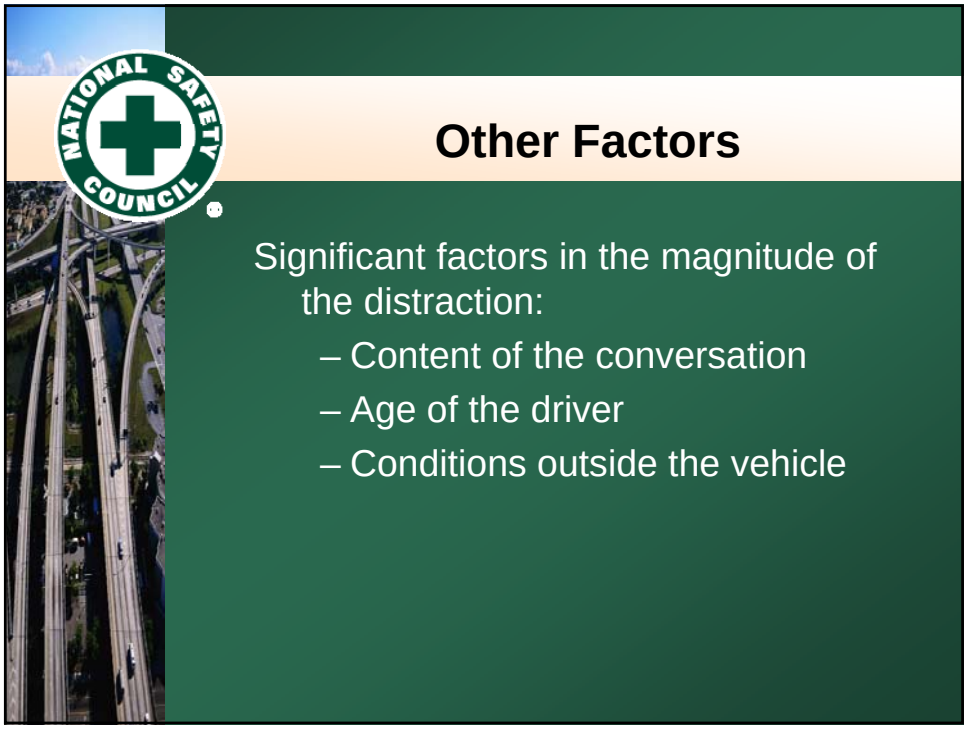

Cell Phones vs. Other Distractions
Cell phone use is more distracting than radio broadcasts, books on tape, recorded conversations and passengers. (Strayer)
Cell phone use is less distracting than certain other activities (applying makeup, reaching for a moving object, reading) but their lower frequency lowers the involvement in crashes below that of cell phones. (Virginia Tech)

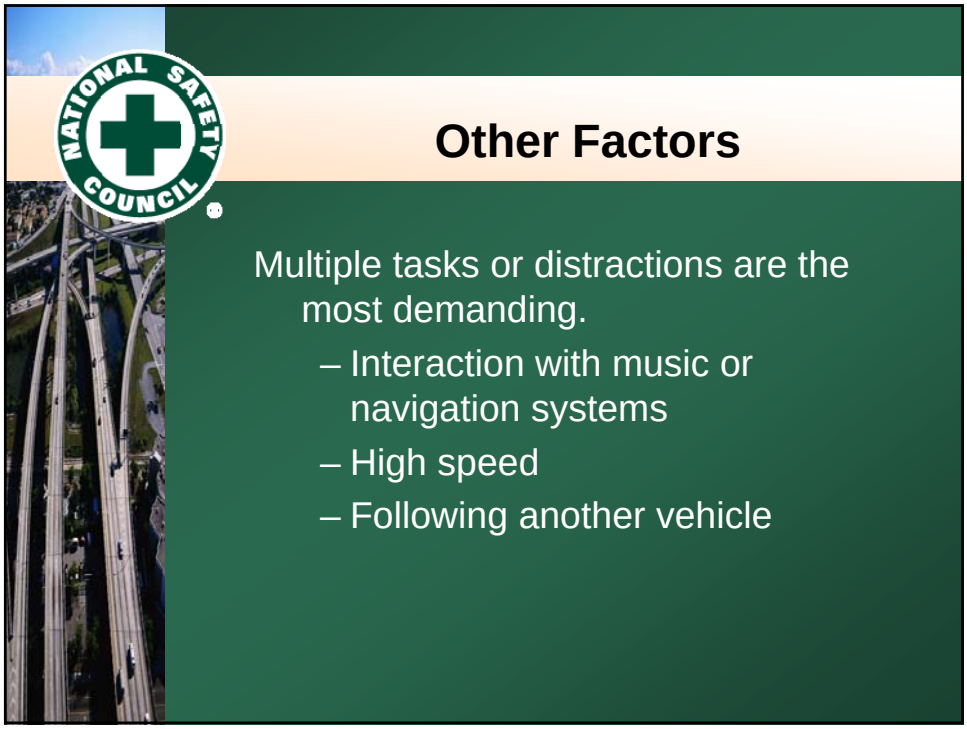
Cell Phones vs. Passenger Conversations

Passengers provide collaborative problem-solving, shared situation awareness and active support of the driver by the passenger. (Strayer)

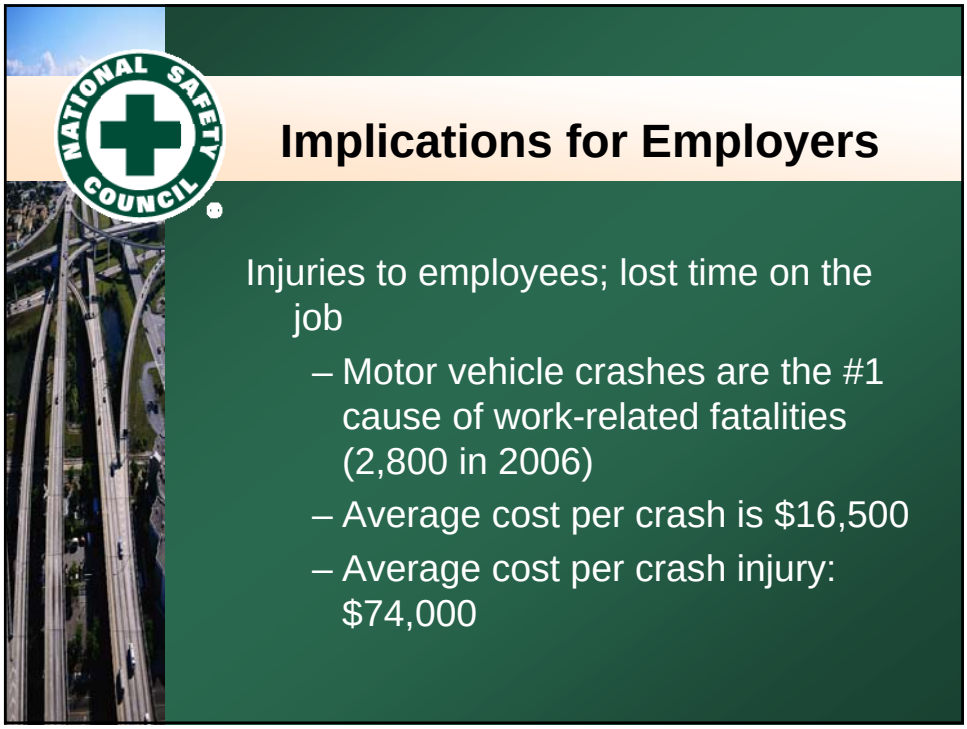
A front seat passenger *reduces* the risk of a crash to 38% of that of a cell phone conversation. (Virginia Tech)


Hand-Held vs. Hands-Free
No difference in the interference from a hands-free or hand-held conversation. (Strayer)
– Dialing increases missed signals, reduces reaction time, and increases mental workload.
– Conversing is less distracting, but endures much longer, which leads to higher crash involvement.


Other Factors
Significant factors in the magnitude of the distraction:
– Content of the conversation
– Age of the driver
– Conditions outside the vehicle


Other Factors
Multiple tasks or distractions are the most demanding.
– Interaction with music or navigation systems
– High speed
– Following another vehicle

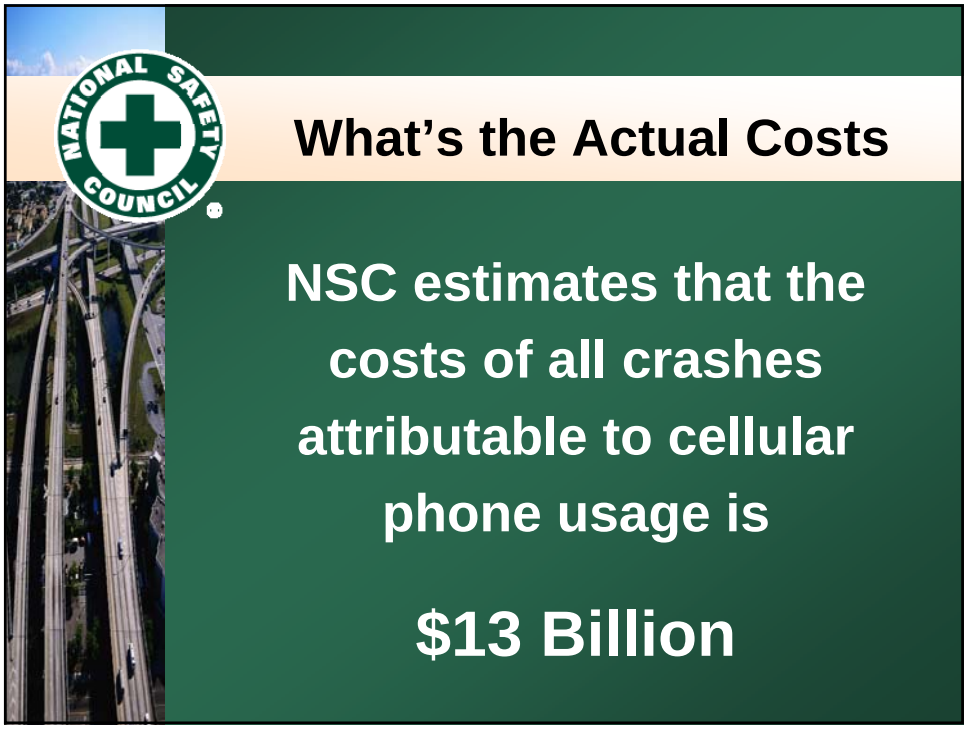

Text-Messaging: drv + txt = :(
9 out of 10 people believe that text messaging while driving is dangerous and distracting. (Harris Interactive & Pinger)
91% of American adults believe that those who text message while driving are as dangerous as those who have had a couple alcoholic drinks. (Harris Interactive & Pinger)
Almost 80% of crashes and 65% of near misses occur within three seconds of some form of driver distraction. (NHTSA)

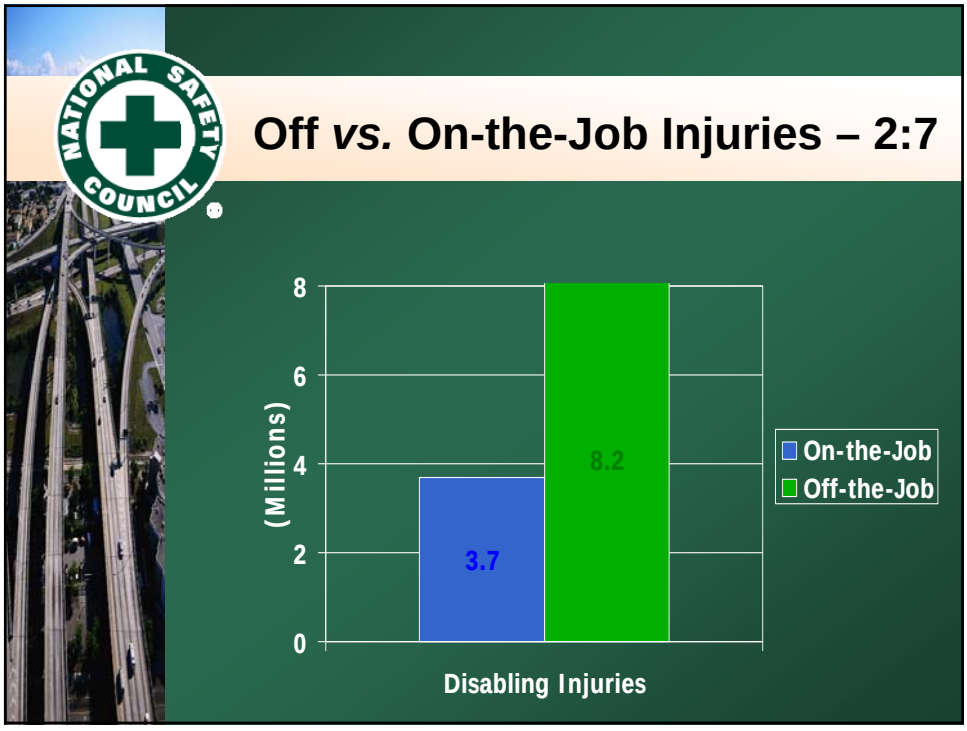

Implications for Employers
Injuries to employees; lost time on the job
– Motor vehicle crashes are the #1 cause of work-related fatalities (2,800 in 2006)
– Average cost per crash is $16,500
– Average cost per crash injury: $74,000

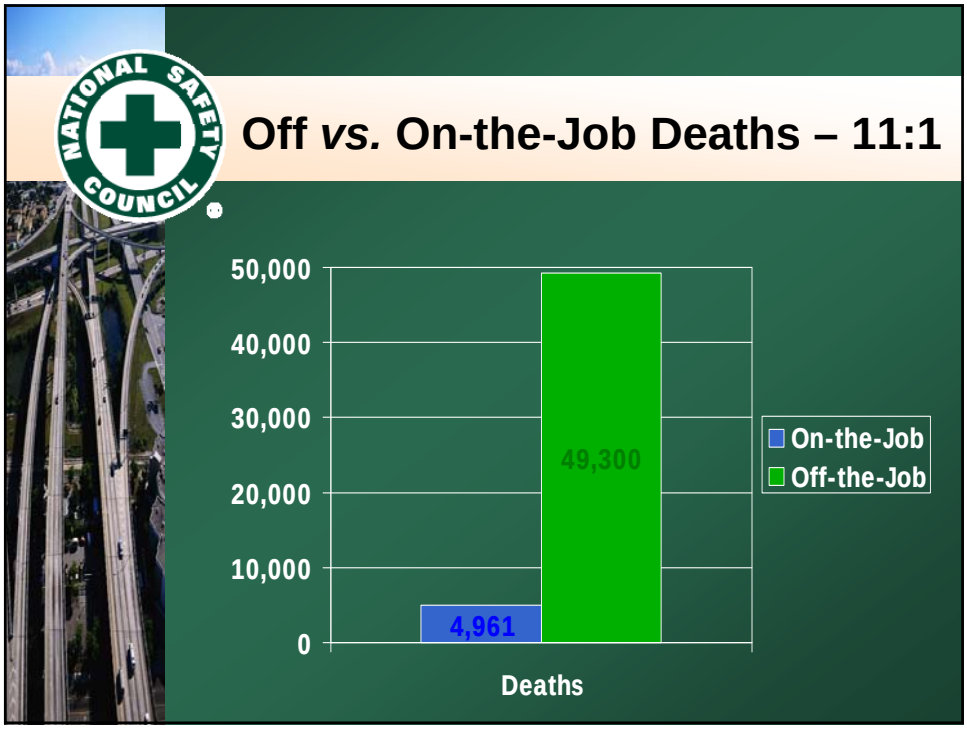

Implications for Employers
Employers are being sued for liability associated with crashes involving employees conducting company business on cell phones.
– One recent case settled out of court for $5,000,000.

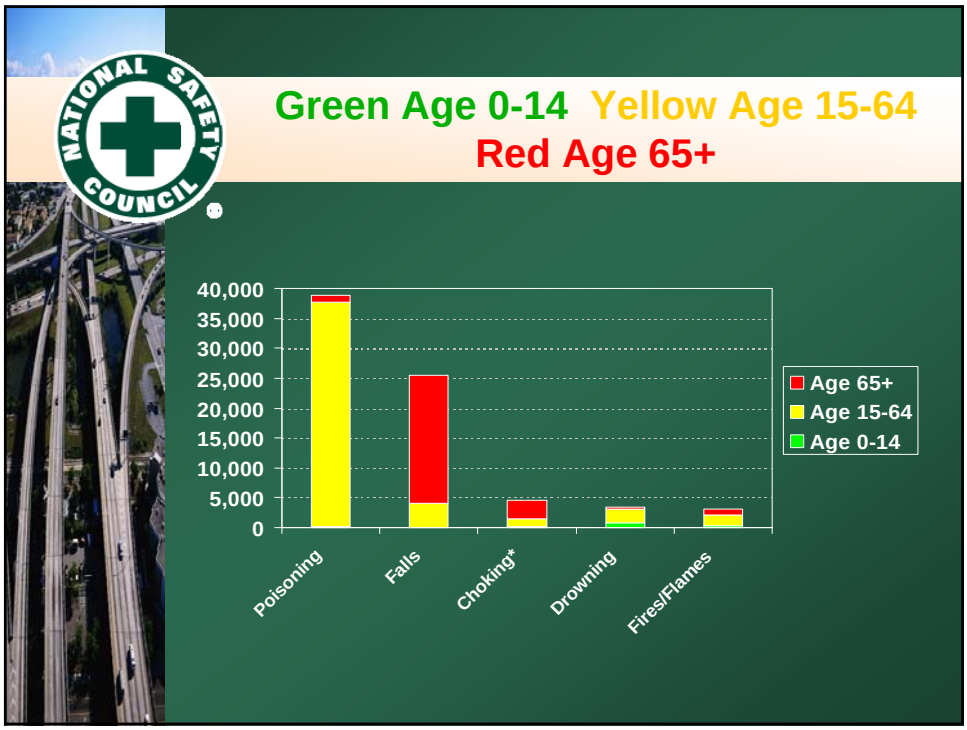

Strategies for Employers
Ensure Leadership reflects values & goals of the organization
Establish Motor Vehicle Policies that set expectations
Provide motor vehicle safety Training & Education that improves skills
Monitor, evaluate, and counsel employee Performance to improve behavior

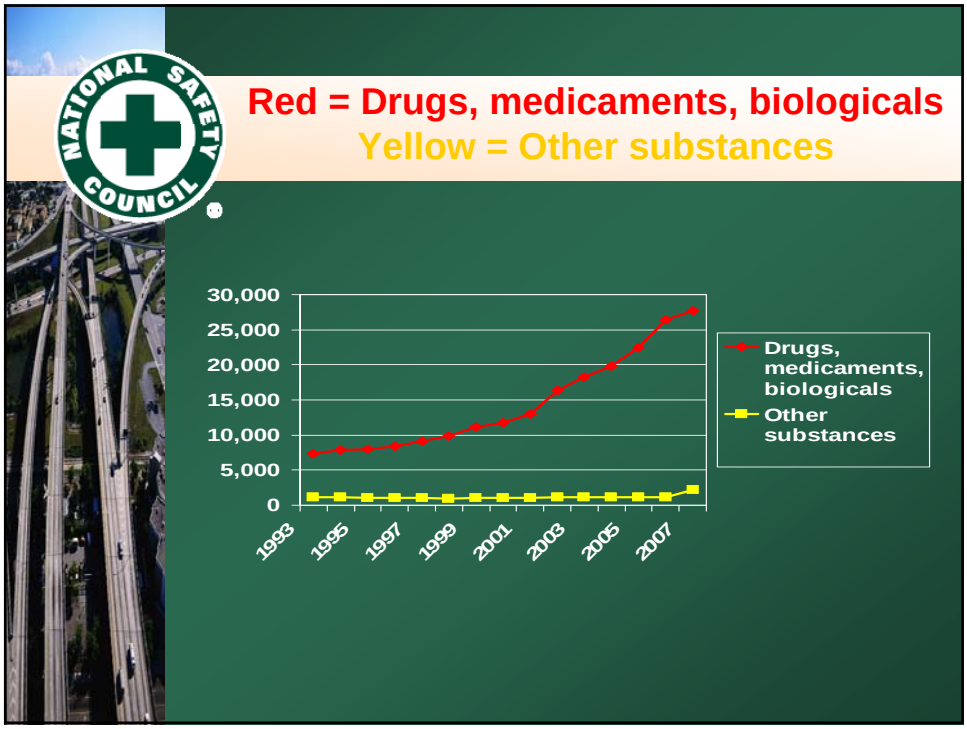

Strategies for Employers
Provide your employees with the knowledge and tools to use both ON and OFF the job.


What's the Actual Costs
NSC estimates that the costs of all crashes attributable to cellular phone usage is
$13 Billion


Off vs. On-the-Job Injuries – 2:7
8
6
4
2
0
(Millions)
3.7
8.2
On-the-Job
Off-the-Job
Disabling Injuries


Off vs. On-the-Job Deaths – 11:1
50,000
40,000
30,000
20,000
10,000
0
4,961
49,300
On-the-Job
Off-the-Job
Deaths


Green Age 0-14 Yellow Age 15-64
Red Age 65+
40,000
35,000
30,000
25,000
20,000
15,000
10,000
5,000
0
Poisoning
Falls
Choking*
Drowning
Fires/Flames
Age 65+
Age 15-64
Age 0-14


Red = Drugs, medicaments, biologicals
Yellow = Other substances
30,000
25,000
20,000
15,000
10,000
5,000
0
1993
1995
1997
1999
2001
2003
2005
2007
Drugs, medicaments, biologicals
Other substances


www.distracteddriving.nsc.org
National Safety Council